

Date: October 13, 2017

To: Mayor Rick Taggart
Mayor Pro Tem Bennett Boeschstein
Council member Phyllis Norris
Council member Barbara Traylor Smith
Council member Duke Wortman
Council member Duncan McArthur
Council member Chris Kennedy
City Attorney John Shaver
City Manager Greg Caton

Re: The costs for North Avenue businesses if the name is changed to University Boulevard

Thank you for taking your time to read about how much we have to pay if North Avenue is renamed. Attached with this letter are 32 "Lists of Costs and Expenses" that have been completed by North Avenue businesses so that we can give you a picture of what we will experience if the name of North Avenue is changed to University Boulevard.

Between August 28th and October 11th, 176 North Avenue businesses have been personally contacted by John Edwards and given a "Lists of Costs and Expenses" form. Thirty-two of these forms are attached. Many other businesses have said that they will be completing and turning in their forms soon. Please see the attached list of all the businesses that have been contacted. This survey will continue so that each North Avenue business has the opportunity to participate.

When this survey was started, none of the businesses were specifically asked about their opinion regarding the name change. However, after a few weeks, because most of the businesses wanted to express their opinions about the name change, a question was added at the top of the form. The result has been that the overwhelming majority of these businesses are opposed to the name change.

If you have any questions, comments or suggestions, please do not hesitate to contact any of the businesses who have completed the attached forms. All of these businesses have given their permission for these forms to be published online and to be distributed for the purpose of educating the public and decision-makers about the out-of-pocket costs for the North Avenue businesses if the name is changed to University Boulevard. All of these forms, and any other forms that are completed after today, are available on the website: northavenuenow.com.

Respectfully submitted,

Martin Mortuary
Jim Coleman, Western Implement Company
Cathleen Frederick, Peachtree Hardware and Lumber and Rental
David Caldwell, Heritage Property Management
Jerry Stehman, Jerry's Outdoor Sports
Jackie Aguilar, Hairscares, LLC
Melodie Fraser, The Mail Suite
John Edwards, Senior Researcher, 970-208-6428